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Internal Marketing Efforts Nationally Recognized

CEDARVILLE, OHIO – Cedarville University's marketing department earned four awards at the 31st Annual Educational Advertising Competition. The competition, which is sponsored by the Higher Education Marketing Report (HEMR), is the largest educational advertising competition in the country.

More than 1,000 colleges and universities submitted more than 2,000 entries to the competition, which features awards in a variety of categories for internal and external marketing. Awards are given at the gold, silver, bronze and merit levels.

Cedarville's marketing team earned two gold, one silver and one bronze award. The honors continue a trend of success for Cedarville, which has won seven gold, seven silver, two bronze and one merit award in the past six years.

All of Cedarville's awards came for its mailed promotional pieces that targeted alumni, parents and prospective students.

Ali Womack '13, junior graphic designer, earned gold in the special event category for her design work on the overall design of the 2015 Cedarville Homecoming, which included invitations, schedules, name tags, signage, and a registration display.

Kathryn Kuer '13, a freelance graphic designer, was honored with a gold award in the newsletter competition for the Update newsletter, which keeps Cedarville donors up-to-date with current campus events and how they are making an impact on students.

She also earned a bronze award in the same category for her ParentPrep newsletter, which was filled with information on academics and financial aid for parents of accepted students.

Chad Jackson '05, director of marketing and creative director, teamed with Craig Salisbury, senior graphic designer, to earn a silver in the imprinted materials category for the design of the campus visit survival kit. The survival kit included a backpack, granola bar for an early morning tour, a poncho for rainy Cedarville days, and a pack of tissues for parents saying goodbye.

All of Cedarville's marketing materials are produced internally and by graduate marketing students as freelance designers, which help provide a consistent look and message to all target audiences.

"One thing that's really unique about our marketing efforts is that we do everything in-house, rather than through an outside agency," said Jackson. "All of our materials are created by staff and students, which gives us a significant edge in flexibility and efficiency, while also being able to properly communicate our brand to new audiences through our material."

Cedarville's marketing materials are created with the goal to provide the best informational material possible to prospective students and their parents, as well as alumni and many other groups.

"These awards validate the work of our internal marketing team as they compete against other institutions and agencies," said Janice Supplee, Ph.D., vice president for enrollment management and marketing. "It says a

great deal about Chad Jackson's outstanding leadership of our full-time staff, students, and freelance designers."

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 3,711 undergraduate, graduate, and online students in more than 100 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings, and leading student satisfaction ratings. For more information about the University, visit www.cedarville.edu.